

**ABSTRACT**

A liquid crystal display device capable of realizing high aperture ratio and high brightness by reducing or removing a conventional black matrix layer is provided. The device has a lower substrate and an upper substrate confronting each other. A counter electrode is formed on the lower substrate, and a pixel electrode is formed on the counter electrode with an insulating layer interposed. A lower polarizing plate and an upper polarizing plate are attached on respective outer sides of the lower and the upper substrates. The device further has a gate bus line and a data bus line. Particularly, a rubbing direction of the lower substrate corresponds with a direction of noise field formed between the data bus line and the pixel electrode or the counter electrode and between the gate bus line and the pixel electrode or the counter electrode.